

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for obtaining information to augment commercials in a data stream, said method comprising the steps of:

obtaining, at a user site, preference information from at least one user via a user interface ~~(130, 400, 500)~~;

extracting, at said user site, descriptive information from commercials ~~(200)~~ in the data stream;

determining, at said user site for each of the commercials, whether the extracted descriptive information corresponds with the preference information; and

responsive to the determining step, locating information from an external source via a computer network ~~(180)~~ regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.

2. (Currently Amended) The method ~~of~~ as claimed in claim 1, wherein:

the external source comprises at least one server ~~(182, 184, 192, 194, 195)~~.

3. (Currently Amended) The method ~~of~~ as claimed in claim 1, wherein:

the data stream comprises at least one video program.

4. (Currently Amended) The method ~~of~~ as claimed in claim 1,  
wherein:

the data stream comprises at least one audio program.

5. (Currently Amended) The method ~~of~~ as claimed in claim 1,  
wherein said method further comprisingcomprises the step of:

displaying the located information to the at least one  
user on a display device ~~(190)~~.

6. (Currently Amended) The method ~~of~~ as claimed in claim 1,  
wherein said method further comprisingcomprises the step of:

displaying a link to the located information to the at  
least one user on a display device ~~(190)~~.

7. (Currently Amended) The method ~~of~~ as claimed in claim 1,  
wherein said method further comprisingcomprises the step of:

storing the located information on a storage device ~~(120)~~  
for subsequent retrieval by the at least one user.

8. (Currently Amended) The method ~~of~~ as claimed in claim 1,  
wherein:

the located information comprises information regarding a  
product or service advertised in the at least one of the  
commercials whose extracted descriptive information corresponds  
with the preference information.

9. (Currently Amended) The method ~~of~~ as claimed in claim 1,  
wherein said method further comprisingcomprises the step of:  
scanning the video stream to detect the commercials;  
and wherein the extracting descriptive information step is  
performed for commercials detected in the scanning step.

10. (Currently Amended) The method ~~of~~ as claimed in claim 1,  
wherein:  
the obtaining preference information step comprises  
obtaining a user input ~~(500)~~ indicating an amount of information  
that is desired to be obtained from the external source for the at  
least one of the commercials whose extracted descriptive  
information corresponds with the preference information.

11. (Currently Amended) The method ~~of~~ as claimed in claim 1,  
wherein:  
the obtaining preference information step comprises  
obtaining information ~~(400)~~ identifying at least one category of  
commercials.

12. (Currently Amended) The method ~~of~~ as claimed in claim 1,  
wherein:  
the obtaining preference information step comprises  
obtaining information ~~(400)~~ identifying at least one music track.

13. (Currently Amended) The method ~~of~~ as claimed in claim 1,  
wherein:

the obtaining preference information step comprises  
obtaining information ~~(400)~~ identifying at least one performer.

14. (Currently Amended) The method ~~of~~ as claimed in claim 1,  
wherein:

the obtaining preference information step comprises the  
sub-steps of:  
\_\_\_\_\_identifying at least one sample commercial by the at least  
one user via the user interface ~~(400)~~; and  
\_\_\_\_\_extracting descriptive information from the at least one  
sample commercial.

15. (Currently Amended) The method ~~of~~ as claimed in claim 1,  
wherein:

the obtaining preference information step comprises  
obtaining at least one keyword from the at least one user via the  
user interface ~~(400)~~;

the extracting descriptive information step comprises  
extracting text from the commercials; and[.]

the extracted descriptive information corresponds with the  
preference information when the extracted text corresponds with the  
at least one keyword.

16. (Currently Amended) The method ~~of~~ as claimed in claim 15, wherein:

the extracting text from the commercials comprises extracting text from closed captioned data of the commercials.

17. (Currently Amended) The method ~~of~~ as claimed in claim 15, wherein:

the extracting text from the commercials comprises converting an audio portion of the commercials to text.

18. (Currently Amended) An apparatus for obtaining information to augment commercials in a data stream, said apparatus comprising:

means ~~(130, 400, 500)~~ for obtaining preference information from at least one user;

means ~~(170)~~ for extracting descriptive information from commercials ~~(200)~~ in the data stream;

means ~~(140)~~ for determining, for each of the commercials, whether the extracted descriptive information corresponds with the preference information; and

means ~~(155)~~, responsive to the determining step, for locating information from an external source via a computer network ~~(180)~~ regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.

19. (Currently Amended) The apparatus ~~of as claimed in claim~~  
18, wherein:

the external source comprises at least one server ~~{182,  
184, 192, 194, 195}~~.

20. (Currently Amended) A program storage device tangibly  
embodying a program of instructions executable by a machine to  
perform a method for obtaining information to augment commercials  
in a data stream, the method comprising:

obtaining preference information from at least one user  
via a user interface ~~{130, 400, 500}~~;

extracting descriptive information ~~{170}~~ from commercials  
~~{200}~~ in the data stream;

determining, for each of the commercials, whether the  
extracted descriptive information corresponds with the preference  
information; and

responsive to the determining step, locating information  
~~{300}~~ from an external source via a computer network ~~{180}~~  
regarding at least one of the commercials whose extracted  
descriptive information corresponds with the preference  
information.